This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of the Claims

1.   (currently amended) A system for inserting alert based information into broadcast programming over a program distribution network comprising:

a program distributor that transmits the broadcast programming over the program distribution network; wherein

the program distributor receives the alert based information and converts the alert from a first format comprising at least one SAME code to a second format compatible with the programming broadcasted via the program distribution network; and

the program distributor inserts the converted alert into the broadcast programming via the program distribution network when a geographic data in said alert message matches a geographic region corresponding to a user that receives said broadcasting programming from said program distributor, and said alert based information is not transmitted when said geographic data in said alert message does not match said geographic region corresponding to said user

the converted alert is formatted into an MPEG transport packet where the packet identifier (PID) in the header of the transport packet identifies the content of the transport packet as being an alert message instead of being at least one of audio information and video information.

2.   (previously presented) The system of Claim 1, wherein the converted alert and the programming broadcasted via the program distribution network are capable of being rendered on at least one of: a display device and an audio based device.

3.   (previously presented) The system of Claim 1, wherein the alert based information received is an audible based message that is converted into data capable of being broadcasted over the program distribution network for rendering on an audio device.

4.   (previously presented) The system of Claim 1, wherein the program distributor adds supplemental information to the alert based information for broadcast; a supplemental information selected is based on data in the alert based information.

5.   (previously presented) The system of Claim 4, wherein the supplemental information selected is determined by the geographic region corresponding to an alert based information and the alert class of the alert based information.

6.   (currently amended) The system of Claim 5, wherein the alert class is ~~at least one of:~~ including an alert related to a missing person.

7.   (currently amended) A method for inserting alert based information into broadcast programming over a program distribution network comprising the steps of:
        receiving an alert message in a proprietary format comporting to a SAME message;
        translating the alert message from the proprietary format into a second format compatible with a broadcast signal used for transmitting the broadcast programming; and
        transmitting the translated alert message with the broadcast programming, when a geographic data in said alert message matches a geographic area corresponding to a user that receives said broadcasting programming from said program distributor, and said alert based information is not transmitted when said geographic data in said alert message does not match said geographic area corresponding to said user, wherein
        the translated alert message is formatted into an MPEG transport packet where the packet identifier (PID) in the header of the transport packet identifies the content of the transport packet as being an alert message instead of being at least one of audio information and video information.

8.   (previously presented) The method of Claim 7, wherein the alert message received is an audible based message that is converted in data capable of being broadcasted over a program distribution network for rendering on an audio device.

9.   (previously presented) The method of Claim 7, wherein supplemental information is added to the alert message; the supplemental information selected is based on data in the alert information.

10.   (previously presented) The method of Claim 9, wherein the supplemental information selected is determined by the geographic region corresponding to the alert based information and the alert class of the alert based information.

11.   (previously presented) The method of Claim 7, wherein the programming is broadcasted in an MPEG compatible data stream.

12.   (currently amended) A method for translating a received alert message into a format capable of being broadcasted as part of a data stream comprising the steps of:

transmitting broadcast programming in an MPEG-2 compatible data stream;

receiving the alert message in a proprietary format which comports to a SAME message; and

converting the alert message into data that is inserted into packets used for transmitting the MPEG-2 compatible data stream when a geographic data in said alert message matches a geographic area corresponding to a user that receives said broadcasting programming from said program distributor, and said alert based information is not transmitted when said geographic data in said alert message does not match said geographic area corresponding to said user, wherein

the converted alert message is formatted into an MPEG-2 transport packet where the packet identifier (PID) in the header of the transport packet identifies the content of the transport packet as being an alert message instead of being at least one of audio information and video information

Claim 13 (cancelled)

14.   (previously presented) The method of Claim 12, wherein the alert message received is an audible based message that is converted into data capable of being broadcasted over a program distribution network for rendering on an audio device.

15.   (previously presented) The method of Claim 12, wherein supplemental information is added to the alert message; the supplemental information selected is based on data in the alert message.

16.   (previously presented) The method of Claim 15, wherein the supplemental information selected is determined by the geographic region corresponding to the alert based information and the alert class of the alert message.